

6436. Honegar. (F.D.C. No. 44738. S. No. 31-172 R.)

QUANTITY: 132 1-pt. btls. and 41 1-qt. btls. at Houston, Tex., in possession of Foley's.

SHIPPED: 3-18-60 and 4-6-60, from Chicago, Ill., by B. T. Babbitt, Inc.

LABEL IN PART: (Btl.) "Undiluted Pure Honey * * * Apple Cider Vinegar * * * HONEGAR * * * Honegar Division, 625 Madison Ave., New York 22, N.Y."

ACCOMPANYING LABELING: Books entitled "Folk Medicine"; tag on pint bottle reading in part "A 'nature-wise' country doctor talks about * * * Folk Medicine by D. C. Jarvis M.D."; and counter display sign "Folk Medicine 'Honegar'—pure honey and apple cider vinegar—excellent health food."

RESULTS OF INVESTIGATION: Approximately 150 books as described above were displayed on a counter in the dealer's store at Houston, Tex., in conjunction with the counter display sign.

LIBELED: On or about 7-29-60, S. Dist. Tex.

CHARGE: 502(a)—when shipped and while held for sale, the labeling of the article contained false and misleading representations that the article was adequate and effective for the treatment and prevention of arthritis, digestive disorders, belching, vomiting and diarrhea from food poisoning, constipation, obesity, high blood pressure, chronic fatigue and headaches, including migraine headaches, all infectious diseases, including typhoid, broncho-pneumonia, peritonitis, pleurisy, dysentery, fungus diseases, common cold, chicken pox, and measles, all childhood diseases, heart disease, heart attacks, essential hypertension, diabetes, insomnia, sterility, difficult labor, morning sickness, nervousness, tension, irritability, itching scalp and skin, numbness, cold hands and feet, dizziness, mental retardation, tooth decay, falling hair, breaking fingernails, paranasal sinusitis, seepage from sinuses, asthma, hay fever, facial neuralgia, retarded growth, pyelitis, thickened blood, ringing in ears, impaired hearing, Meniere's syndrome, callouses and corns, slow healing of cuts and bruises, pimples, tic, cramps in muscles, blocked and swollen lymph glands, cough, infant colic, bed-wetting, hangovers, alcoholism, and to provide vigor, promote longevity, maintain good health from the cradle to the grave, to control and reduce weight without restrictions of diet, and to reduce or eliminate the difficulties of old age; and 502(b) (1)—the article failed to bear a label containing the name and place of business of the manufacturer, packer, or distributor.

DISPOSITION: 10-19-60. Default—destruction.

6437. Ul-C-Eze. (F.D.C. No. 44871. S. No. 30-897 R.)

QUANTITY: 432 3-oz. btls. at Jackson, Miss., in possession of L.C.Q. Drug Products Co.

SHIPPED: 6-29-60, from Worcester, Mass.

LABEL IN PART: "Ul-C-Eze * * * Active Ingredients: Bismuth Subgallate—Sodium Bicarbonate—Magnesium Trisilicate—Magnesium Hydroxide."

ACCOMPANYING LABELING: Placards reading in part "Ul-C-Eze * * * Antacid Powder" and "Your Customers Are Being Sold Ul-C-Eze"; leaflets entitled "Ul-C-Eze * * * Antacid Powder" and "Ul-C-Eze * * * Stomach Ulcer Sufferers."

RESULTS OF INVESTIGATION: The placards and leaflets were printed locally for the dealer and the article was manufactured for the dealer in Worcester, Mass.

LIBELED: 8-26-60, S. Dist. Miss.